

DISCOVER YOUR NICHE

Niche clarity isn't about deciding what you want to do and who you think needs it. It's an organic unfolding that happens over time as you tune into the world around you.

You don't decide your niche.

*You are **guided to it** by paying attention to experiences with curious fascination.*

The key to niche clarity?

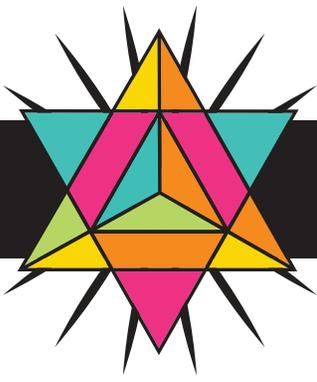
Inquiry + Action + Awareness

1. What work do you want to bring into the world? Describe it.

2. Who do you envision serving with this work?

**3. Have you met someone that fits this vision? Perhaps a friend, a past client, a relative?
What qualities makes this person a good fit for you?**

4. What symptoms or discomforts does this person struggle with? (Use their words).



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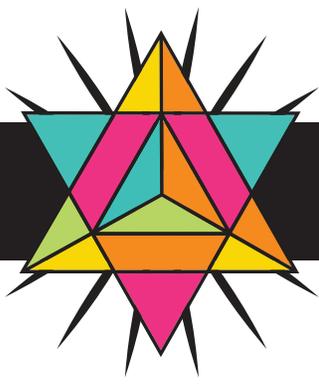
5. What does this person want instead?

6. What did this person try (before working with you) to eliminate her/his symptoms?

7. Why didn't she/he succeed?

8. What about your solution will feel like a miracle to that person?

9. What results can she/he look forward to? What results have you helped someone create?



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“I saw the angel in the marble and carved until I set him free.”

- Michelangelo

That quote sums up the journey to niche clarity.

You have an idea about your creative expression (your work) and you sculpt (serve others), which is the process that moves you to a clearer vision (your niche).

Let's pull it all together.

Use this template (below) to create a **Dream Client Profile Paragraph** on the next page.

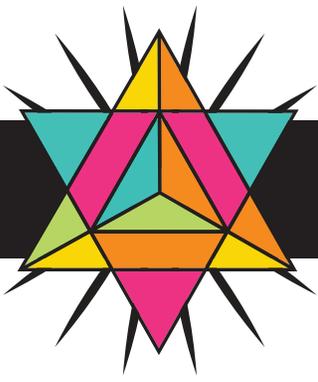
My dream client is someone who is (select some qualities from question #2). She/he is seeking a resource to help her/him create (select something from question #5). Not creating this is painful because it means she/he must live with (something from question #4). He/she has tried (something from question #6). But, frustratingly, that didn't work due to (something from #7). Because I (something from #1) that is (something from #8), she/he can enjoy (something from #9).

Keep in mind, this is a *starting point*.

You simply can't expect to free the angel from the marble in one fell swoop. If THAT'S the assignment you've given yourself, I imagine you feel overwhelmed, stuck, turned around, and frustrated because...it's impossible.

It doesn't matter what e-course you take, what coach you hire, what formula you follow, or what strategy you deploy, there is no other way to align your niche than through **inquiry, action** and **awareness**. The sooner you relax into where you are and start carving your marble from that place, the sooner things will start to take form, and the easier your work will flow.

Create your **Dream Client Profile Paragraph** now - - - - - ➔



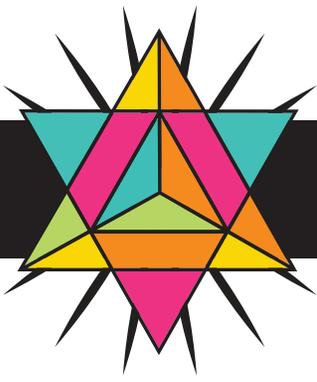
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DREAM CLIENT PROFILE PARAGRAPH:

Pssst...this worksheet is totally free because I desire to help you have a *real* fulfilling business that makes *real* money. All I ask in return is, share this if you are enjoying it. I'm sending happy gratitude to you right now...

CLICK-A-DO TO TWEET-A-ROO!

(I can turn anything into a rhyming song! I say it's a gift. My kids think it's a curse.)



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ABOUT DEANA WARD:

I'm a website designer, writer, and trained life coach for introverted people who feel a *strong creative impulse* to bring their soul's work into the world.

For people like us, the boundaries between our work and personal lives are blurred so running our businesses need to feel meaningful, integrated, and simple.

My clients don't want hobby businesses. They desire *real income* - sans hype and smarmy theatrics. I help them make it happen.

FACT: Anyone can put together a website. It's easy.

The hard part is:

- + bringing your vision into focus
- + putting together offers & packages that are compelling
- + standing out in a crowded marketplace

First impressions matter.

Your website and words can make you look like an amateur or the real deal. I specialize in helping people make bold and successful statements online - with organized ease, kindness, and fun.

I'll design your graphics, strategize the perfect website layout for your business, write sales copy that is compelling & crystal clear, impart some tried and true marketing principles, and coach you through the inner chaos of entrepreneurship as you stretch beyond your comfort zone.

If you desire a guide by the side as you bring your dream work into the world, feel free to contact me directly at deana@simpleandsoulful.com



"The design went so quick yesterday. I really was in shock. It flowed. You just get it. You also have an amazing gift with words!"
Noelle Cellini | noellecellinistyle.pathwright.com

"Deana's magic wand is clarity."
Sarah Papp | sarahpappcoaching.com

"Deana is a joy to be near. She radiates happiness & a fresh perspective. That's exactly what I needed! I love my new website!"
Jill Liliedahl | popartreats.com

Besides having a beautiful site that I am proud of, working with Deana was an integral part of attracting a new flow of clients and making \$10k in my business within three weeks of launching.
Hillary | hillaryschneider.com

"Every time I talk to you I feel rebooted, recharged, and ready for action!"
Shyla Hacala | shylahacala.com